GOVERNMENT OF INDIA
TOURISM AND CULTURE
LOK SABHA

UNSTARRED QUESTION NO:4573
ANSWERED ON:22.04.2002
PROMOTION OF HOTEL INDUSTRY
GANGASANDRA SIDDAPPA BASAVARAJ

Will the Minister of TOURISM AND CULTURE be pleased to state:

(a) whether the tourism industry worldwide which witnessed a slump of 20 to 25 per cent post September 11 attack in US, is showing gradual signs of recovery during 2002;

(b) if so, the extent to which the Union Government are confident that tourist traffic is likely to pick up during the middle of 2002; and

(c) the efforts made by the Government to give a boost to the tourism industry?

Answer

MINISTER OF TOURISM AND CULTURE (SHRI JAGMOHAN)

(a): According to a report of the World Tourism Organisation (WTO), tourist arrivals suffered a drop of 11 per cent worldwide during the last four months of the year 2001. WTO predicts that the tourism industry will pick up its rhythm of growth by the second half of 2002, as business travel resumes and consumer confidence returns.

(b): With the improvement estimated in the declining trend of tourist arrivals to India during the months of February and March 2002, it is expected that the tourist traffic will pick up during the remaining part of the year.

(c): Several measures are being implemented to boost tourism such as the following:

- Positioning and maintaining tourism development as a national priority activity;
- Enhancing and maintaining the competitiveness of India as a tourism destination;
- Improving India's existing tourism products and expanding these to meet new market requirements;
- Creation of world class infrastructure;
- Developing sustained and effective marketing plans and programs;
- Special thrust to rural and small segment tourism; and
- Attention to civilisational issues and issues pertaining to civic administration and good governance and also of social and cultural values.